



Winery Marketing Ideas: Wineries Toasting To New Customers with Mailing List Help From USADATA

New York, NY, April 1, 2009 - Wineries and vineyards across the country are toasting to new customers acquired through Direct Marketing, with help from USADATA. USADATA has fueled their direct mail campaigns with targeted mailing lists, making them a trusted source of sales leads for wine industry professionals.

Wineries new to direct marketing and mailing list purchasing can benefit from USADATA's expert help. USADATA is able to pinpoint consumer and business prospects with the highest propensity to drink or purchase wine in a variety of ways. First, through a multi-sourced Consumer database compiled from survey, government, and online sources, USADATA is able to reach adults who've expressed an interest in wine. This segment can furthermore be more narrowly defined applying dozens of demographic and/or psychographic filters. USADATA is also able to reach businesses by business type (SIC Code) and size, so wineries are easily able to target liquor stores and wine bars. Second, USADATA is able to model a winery's existing customer base and identify other individuals or businesses with a similar profile. This combination of services is helping wineries succeed.

"We've enjoyed great success thanks to the leads from USADATA! We now have over 70 accounts in Illinois and our push into the Chicago market has been smooth!"

Peggy Kramer, Owl Creek Vineyard, Cobden, IL

"Wineries and vineyards turn to us because we help them with direct marketing ideas and make it easy for them to find the right sales leads," said Beth Leffel, Senior Account Director at USADATA. "We understand their target market, campaign goals, and ultimately deliver a solution we believe will optimize their success." Leffel added.

Wineries can build B2C and B2B mailing lists online at www.usadata.com using dozens of available selection options, or they can get free expert help by calling toll free at 800.395.7707.

About USADATA

USADATA is the leading provider of **Sales Leads. On Demand.™** and CRM Software On Demand and has securely delivered over 1 billion targeted, privacy-assured mailing list sales leads that have helped over 100,000 businesses nationwide grow their business. USADATA has been named to the *Inc 500 Fastest Growing Private Companies*, *Deloitte & Touche New York Technology Fast 50*, *Computerworld's Top 100 Emerging Companies*.

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